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- (71) Applicant: DIGITALCONVERGENCE.:COM INC. [US/US]; Suite 600, 9101 North Central Expressway, Dallas, TX 75231 (US).
- (72) Inventors: PHILYAW, Jeffry, Jovan; 5968 West Northwest Highway, No. 1813, Dallas, TX 75225 (US). MATHEWS, David, Kent; 3438 Livingston Lane, Carrollton, TX 75007 (US).

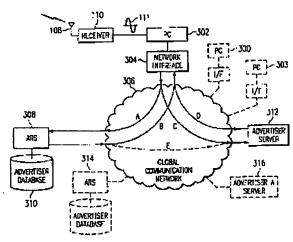
- (74) Agents: HOWISON, Gregory, M. et al.: Howison, Chauza, Handley & Arnott, L.L.P., P.O. Box 741715, Dallas, TX 75374-1715 (US).
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(54) Title: METHOD AND APPARATUS FOR CONTROLLING A PC THROUGH AN AUDIO VISUAL BROADCAST, TO STORE INFORMATION IN THE PC FOR SUBSEQUENT ACCESS TO THE INTERNET



(57) Abstract: A method for allowing a consumer to access an advertiser's location over a global communication network. A normal broadcast program is broadcast to a class of consumers having a unique signal embedded therein, which unique signal embedded therein is associated with a particular advertiser and a predetermined location on the network. Additionally, the unique signal has encoded therein a unique code that correlates with the location of this predetermined located on the network. When the unique signal is received at a consumer's location, the unique signal is decoded to extract therefrom the unique code. In response to this decoding, routing information to the predetermined location on the network from a consumer's computer on the network at the consumer's location is determined. This determined routing information is then archived in the consumer's computer.

